Goal Setting Process

The Clarion Steering Committee presented what they learned from the TAB assessment, survey, and bioregional information to the landscape architects. The committee, then completed a worksheet (combined results to the right) identifying goals and values. The goals are based off of the information from the assessments. Each committee member also included reasoning for improvements around town and highlighted specific programming needs for areas of concern to them.

Steering committee working through the goal setting worksheet.

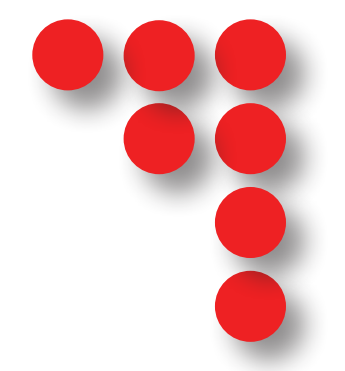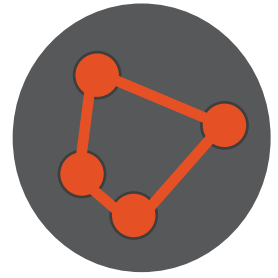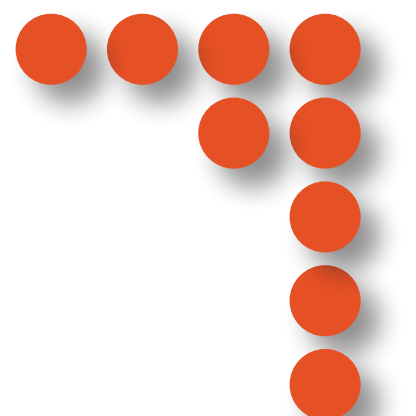*Open discussion and documentation of the goal setting worksheet.*
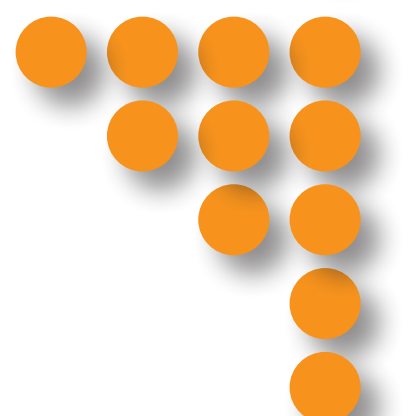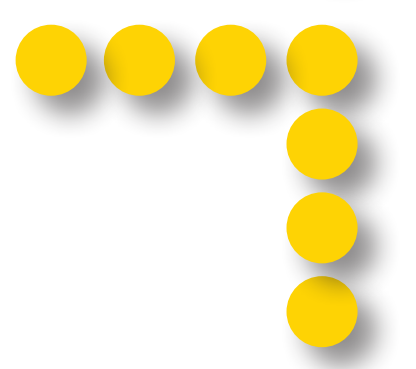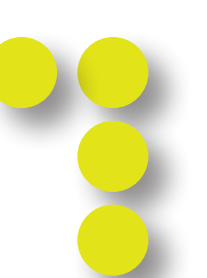
Designers document all of the steering committee's themes.

The landscape architects organized programming themes for the City of Clarion using the goals identified by the steering committee. Greater importance was given to goals that were highlighted in discussions and/or repeated by individuals on the worksheet.

Combined Results from the Goal Setting and Programming Worksheets

🔴 *Represents individuals who voiced the same goal.*

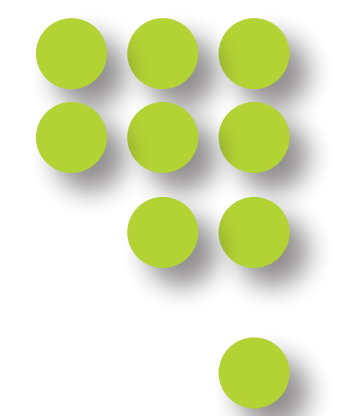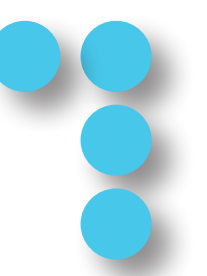| Community Values/ Themes Based on Assessments	Broad-Based Outcomes/Goals	Why Change Anything?	What Exactly and Where?
Housing (New/Old)	Quality rental properties Senior housing (upscale) New affordable housing Renovation	• Compatibility • Attracting younger generation into the community • Attracting families into the community (school)	• Senior housing near hospital • Family housing near schools and recreational areas
Accessibility/Connectivity	Complete sidewalk system and safe crossings Designated biking routes "Signs" Connecting residents to commercial areas ADA accessible routes	• Sidewalks encourage walking (healthier lifestyles) • Safety • Increase accessibility and community investment	• 1st Avenue SE (1 block south of highway), County K and Main Street • Crosswalks on Highway 3 • Sidewalks on 5th Ave. NE to Willow Drive to high school
Recreation	Walking, biking and other outdoor activities Family recreation facility (center) Improved parks and an amphitheater Youth refuge Pedestrian bridges (for access)	• Social gatherings • Community groups/interactions • Pedestrian access to Nelson • Healthy living	• At or near the aquatic center • Pedestrian bridge across White Fox Creek to access Nelson • New park at White Fox Landing (clean up undeveloped lots at WFL)
Improved Infrastructure	Improved sidewalks Improve street lighting throughout town Improved water infrastructure Electrical grid/utilities	• Enhance function • Growth of the community	• Throughout town (South and around track) lighting – solar and LED • Sidewalks on Central Ave. west to Heartland Museum
Aesthetics	Entry Signs Planting General cleaning of public spaces	• Attractiveness • Tourism (museum)	• Lions Park and Fireman's Park • Hospital • Updated signs • Signs remodeled vs. DOT regulations – East side
Environment	Expanding green space Tree planting master plan Trails connecting the community assets (parks, businesses, etc.) Prairies/wetlands/rain gardens	• Water issues • Aesthetics • Education • Sustainability • Emerald Ash Borer – shade/canopy loss	• Near developments (White Fox Landing) – West side • Parks, 4–H building, museum and near residential areas
Branding/Identity	Logo and slogan Define identity Comprehensive update	• Visitors • Community pride • To look at the community as one functioning group	

Clarion
Goal Setting

Jeffrey L. Bruce and Company LLC
Landscape Architects: Eric Doll, PLA, ASLA and David Stokes, PLA, ASLA
Interns: Riley Dunn and Carol Joella Ustine

Iowa State University | Trees Forever | Iowa Department of Transportation

Iowa's Living Roadways
community visioning